On August 6, 2017 a total of 228 cyclists completed one of four routes (i.e., 20km, 70km, 100km, 161km) of the Spoke n’Hot Gran Fondo. The 2017 event started with fog in the morning and a temperature near 10 degrees Celsius. The fog cleared in the morning and the temperature reached a high near 27 degrees Celsius. Thank you to everyone who participated in the event and those who completed the survey.

This 2017 research project was conducted in association with the event and explored event satisfaction and happiness through participant experiences at the event. An online survey was distributed to event participants. A total of 107 people completed the survey providing a response rate of 46.93%.

Here is a summary of the research

---

**Rider Information**

**Event Distances Covered:**
- 100km – Metric Century (n=45)
- 70km – One Hill (n=35)
- 161km – Century (n=23)
- 20km – Once Around Echo (n=4)

**Participant Gender:**
- 53 Female
- 46 Male

**Club Membership:**
- Not A Cycling Club Member (n=29)
- Spoke n’Hot Spokesmen (n=21)

**Three BEST aspects of the event**

- **Social** → opportunities to interact with their social group & the cycling community.
- **Event setting** → location, scenery, & weather.
- **Elements** → signage, bagpiper, challenging route, & beer gardens.

**# of people likely to participate next year**

98

**Participation contributes to happiness in life**

- Much (n=41)
- Very Much (n=34)
- Moderately (n=22)
- Somewhat (n=8)

**# of people who would RECOMMEND the event**

101

---

Funding was provided by the University of Regina through the 2017 President’s Research Seed Grant. (Photo credit: Cory Kulczycki)